

Curriculum Map:

Departmental intent/aims: Business

Aim for students to complete year 1 of the business course, at target grades in assessment by May half term 2022.

YEAR 10	Project 1	Project 2	Project 3	Project 4	Project 5	Project 6
Title, themes covered + length of project	1.1 Enterprise and Entrepreneurship	1.2 Spotting a business opportunity	1.3 Putting a business idea into practise	1.4 Making the business effective	1.5 Understanding external influences	Revision
Learning about: <i>(knowledge covered)</i>	<p>Why new business ideas come about:</p> <ul style="list-style-type: none"> ● changes in technology ● changes in what consumers want ● products and services becoming obsolete. <p>How new business ideas come about:</p> <ul style="list-style-type: none"> ● original ideas ● adapting existing products/services/ideas <p>The impact of risk and reward on business activity:</p> <ul style="list-style-type: none"> ● risk: business failure, financial loss, lack of security ● reward: business success, profit, independence. <p>The role of business enterprise and the purpose of business activity:</p>	<p>Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> ● what customer needs are: price, quality, choice, convenience ● the importance of identifying and understanding customers: generating sales, business survival. <p>The purpose of market research:</p> <ul style="list-style-type: none"> ● to identify and understand customer needs ● to identify gaps in the market ● to reduce risk ● to inform business decisions. <p>Methods of market research:</p> <ul style="list-style-type: none"> ● primary research: survey, questionnaire, focus group, 	<p>What business aims and business objectives are. Business aims and objectives when starting up:</p> <ul style="list-style-type: none"> ● financial aims and objectives: survival, profit, sales, market share, financial security ● non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. <p>Why aims and objectives differ between businesses.</p> <p>1.3.2 Business revenues, costs and profits</p> <p>The concept and calculation of:</p> <ul style="list-style-type: none"> ● revenue 	<p>The concept of limited liability:</p> <ul style="list-style-type: none"> ● limited and unlimited liability ● the implications for the business owner(s) of limited and unlimited liability. <p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> ● sole trader, partnership, private limited company ● the advantages and disadvantages of each type of business ownership. <p>The option of starting up and running a franchise operation:</p> <ul style="list-style-type: none"> ● the advantages and disadvantages of franchising. <p>Factors influencing business location:</p>	<p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> ● shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> ● how stakeholders are affected by business activity ● how stakeholders impact business activity ● possible conflicts between stakeholder groups. <p>Different types of technology used by business:</p> <ul style="list-style-type: none"> ● e-commerce ● social media 	Revision of all topics

	<ul style="list-style-type: none"> ● to produce goods or services ● to meet customer needs ● to add value: convenience, branding, quality, design, unique selling points. <p>The role of entrepreneurship:</p> <ul style="list-style-type: none"> ● an entrepreneur: organises resources, makes business decisions, takes risks. <p>The importance of cash to a business:</p> <ul style="list-style-type: none"> ● to pay suppliers, overheads and employees ● to prevent business failure (insolvency) ● the difference between cash and profit. <p>Calculation and interpretation of cash-flow forecasts:</p> <ul style="list-style-type: none"> ● cash inflows ● cash outflows ● net cash flow ● opening and closing balances. 	<p>observation</p> <ul style="list-style-type: none"> ● secondary research: internet, market reports, government reports. <p>The use of data in market research:</p> <ul style="list-style-type: none"> ● qualitative and quantitative data ● the role of social media in collecting market research data ● the importance of the reliability of market research data. <p>How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> ● identifying market segments: location, demographics, lifestyle, income, age ● market mapping to identify a gap in the market and the competition. <p>Understanding the competitive environment:</p> <ul style="list-style-type: none"> ● strengths and weaknesses of competitors based on: price, 	<ul style="list-style-type: none"> ● fixed and variable costs ● total costs ● profit and loss ● interest ● break even level of output ● margin of safety. <p>Interpretation of break even diagrams:</p> <ul style="list-style-type: none"> ● the impact of changes in revenue and costs ● break even level of output ● margin of safety ● profit and loss. <p>Sources of finance for a start-up or established small business:</p> <ul style="list-style-type: none"> ● short-term sources: overdraft and trade credit ● long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding. 	<ul style="list-style-type: none"> ● proximity to: market, labour, materials and competitors ● nature of the business activity ● the impact of the internet on location decisions: <p>e-commerce and/or fixed premises.</p> <p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> ● price, product, promotion, place. <p>How the elements of the marketing mix work together:</p> <ul style="list-style-type: none"> ● balancing the marketing mix based on the competitive environment ● the impact of changing consumer needs on the marketing mix ● the impact of technology on the marketing mix: e-commerce, digital communication. <p>The role and importance of a business plan:</p>	<ul style="list-style-type: none"> ● digital communication ● payment systems. <p>How technology influences business activity in terms of:</p> <ul style="list-style-type: none"> ● sales ● costs ● marketing mix. <p>The purpose of legislation:</p> <ul style="list-style-type: none"> ● principles of consumer law: quality and consumer rights ● principles of employment law: recruitment, pay, discrimination and health and safety. <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> ● cost ● consequences of meeting and not meeting these obligations. <p>The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> ● unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, 	
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Literacy links: <i>(include tier 3 words to be covered + any other literacy element)</i>	Key words Exam structured answers Use of glossary	Key words Exam structured answers Use of glossary	Key words Exam structured answers Use of glossary	Key words Exam structured answers Use of glossary	Key words Exam structured answers Use of glossary	Key words Exam structured answers Use of glossary
Numeracy links	Cash inflow and outflow, net cash flow, basic profit	Quantitative data	Costs and profit	GPM, NPM Data analysis	Staff turnover Data analysis	All formulas
Careers links: <i>(see careers skills sheet)</i>						
SMSC/BV links: <i>(see standards sheet)</i>						